



FAIRFAX COUNTY

DEPARTMENT OF PURCHASING & SUPPLY MANAGEMENT
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V I R G I N I A

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MAY 20 2002

AMENDMENT NO. 1

SUBJECT: Marketing Services for the Northern Virginia Workforce Investment Board
(NVWIB)

CONTRACTOR

LeapFrog Solutions, Inc.
11130 Main Street, #303
Fairfax, VA 22030

VENDOR CODE

B54-1986163-01

CONTRACT NO.

RQ 02-559250-21A

By mutual agreement, Contract RQ02-559250-21A is hereby amended to include Marketing Services to target dislocated and underemployed workers affected by the events of September 11, 2001, as provided through the National Emergency Grant received by the NVWIB, in accordance with contractor's attached proposal dated April 30, 2002.

The increase in the contract amount shall not exceed \$70,000.

All other terms and conditions shall remain the same.


for Armand E. Malo, CPPO
Director/County Purchasing Agent

AEM/ca-lpm

Attachment: A/S

DISTRIBUTION:

Assistant Buyer:	Kelly Bodden
Contract Administrator:	L. P. McKenney
Contractor:	LeapFrog Solutions
DAHS/Contracts	Carmita Alvarez
Dept. of Finance	Accounts Payable Section

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P.2



Make your message matter."

April 30, 2002

Project: Marketing for National Emergency Grant for Workers
Addendum to Request for Proposal number: RFP 02-559250-21

Background

The Alexandria/Arlington Workforce Investment Board (area XII) and the Northern Virginia Workforce Investment Board (area XI) requested and received a National Emergency Grant for Workers who were affected by the terrorist attacks on our Nation on September 11, 2001.

Thousands of skilled and low-skilled workers have been negatively impacted by the sweeping layoffs in the hotel, retail, airline, transportation, food service and other related businesses caused by the Pentagon attack and closure of the Ronald Reagan National Airport. In addition, workers from technology and telecommunications businesses may have trouble moving into defense-related fields because of security clearance issues.

The National Emergency Grant will enable One Stop Centers to provide intensive specialized services and job placement assistance to help these dislocated workers affected by the September 11, 2001, attacks.

Goal

The goal of this marketing initiative is to penetrate the target market - dislocated workers affected by the September 11, 2001, attacks - and communicate the availability of the One-Stop Centers and the services they provide dislocated workers, including:

- career training
- job counseling
- job search
- placement services
- English as a second language
- Other initiatives as identified by WIA areas XI and XII

Strategies

In partnership with WIA areas XI and XII, LeapFrog Solutions will develop and implement a customized, strategic grassroots marketing outreach campaign targeting the various groups affected by the events of September 11, 2001, within the industries mentioned above.

The groups to be targeted include low-skilled, low-wage workers with special efforts to reach out to Latino, Asian, Somalian, and other high-risk groups.

Production Schedule

Timelines will be provided once estimate is approved. It is anticipated that the bulk of this campaign will take place as follows:

- | | |
|------------------------------|----------------------|
| - May - July, 2002 | 60% - 75% completion |
| - August - October, 2002 | 20% - 25% completion |
| - November - January, 2003 | to be determined |
| - February - September, 2003 | to be determined |

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p. 3

LeapFrog Solutions, Inc.Addendum to RFP 02-559250-21April 30, 2002**Scope of Work**

The scope of work will include:

- **Market research** \$5,000.00 - \$10,000.00
 - Identifying workers and ethnic groups affected; target markets; VEC reports on layoffs by job types, demographics, etc.; and researching best methods for communicating the benefits of the One-Stop Centers available through the National Emergency Grant.
 - Identifying companies in need of outplacement services whose businesses are still suffering by the "ripple effect" of the attacks of September 11, 2001, and the delayed reopening of Reagan National airport. Many businesses may still be facing serious downsizing and/or closure.
 - Identifying companies hiring as Reagan National airport opens to full capacity to help place dislocated employees.
- **Public relations activities** \$15,000.00 - \$20,000.00
 - Communicating with local business, community-based organizations, faith-based organizations, employment agencies, embassies (to locate additional ethnic community groups), local newspapers to spread the word.
 - Promoting convenient ways for dislocated workers to find and access the One-Stop Centers, such as identifying public transportation services to get to the individual One-Stop Centers.
- **Communication Vehicles to be Considered**
 - **Direct mail** \$10,000.00 - \$12,000.00
 - Design of a series of three simple self-mailers to key target markets promoting the services of the One-Stop Centers.
 - Black plate changes to enable multiple languages including English and Spanish and possibly Vietnamese and/or other Asian languages.
 - Printing of up to 5,000 quantity
 - **Flyers (Design based on approved direct mail look x 2 to 3 languages)** \$5,000.00 - \$7,500.00
 - To be posted in local businesses, restaurants, post offices, churches, community-based organizations, networking groups. Available in English and Spanish and possibly Vietnamese and/or Asian languages.
 - Target: Women's Centers, educational institutions, library systems, Faith-based organizations (i.e. Christian Relief Services, etc.), community-based organizations (i.e. Northern VA Family Services, etc.), other grass root organizations identified by N.E.G. and Embassy affiliations.
 - **Posters** \$8,000.00 - \$10,000.00
 - Research public transportation and availability for placement

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P. 4

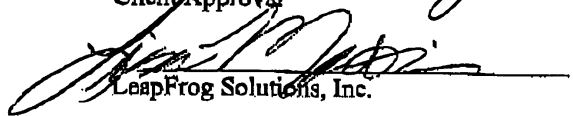
LeapFrog Solutions, Inc.Addendum to RFP 02-559250-21April 30, 2002

- o PSAs-public service announcements (Includes scriptwriting) \$5,000.00 - \$10,000.00
 - Local radio (public and ethnic) such as WDCT - 1310 AM (Korean), WUST - 1120 AM (Spanish, French, etc.), and others to be targeted.
 - Cable public access stations to be identified
- o Advertising in local, ethnic newspapers in the Washington Metro area \$15,000.00 - \$20,000.00
 - Latino, such as El Tiempo Latino, El Pregonero
 - Asian, such as Asian Fortune
 - African-American as identified
 - Others identified in research

Total**\$63,000.00 - \$89,500.00***

 Client Approval


 Date


 LeapFrog Solutions, Inc.


 Date

**Please note: After Market Research, the actual communication vehicles used may change as needed to reflect the most cost effective and cost efficient ways to reach the desired target markets.*